

# Third House Message Center

FACSIMILE TRANSMITTAL COVER SHEET

DATE: 3/30/95  
TIME: 10:45A

NUMBER OF PAGES (including cover sheet)

4

— RUSH... URGENT  
— Please Reply ASAP  
x FYI... Keep on File  
— FYI... Toss or Keep

TO: Mick BLACKBURN

FAX NUMBER: 509-529-6425

FROM:

Phil Wayt

RE: Counter Advertising

TMC FAX Number: (360) 754-2223

TMC For Assistance: (360) 754-3296

Mick: PLEASE CALL LOVELAND RE: COUNTER  
ADVERTISING FROM HEALTH DEPT. IT IS IN  
SENATE BUDGET FOR \$1.7 MILLION. (HEALTH DEPT.)  
HOUSE BUDGET TAKES IN OUR BUT  
SENATE BUDGET HAS IT IN. PLEASE  
LET HER KNOW WE ARE OPPOSED TO  
THIS. ENCLOSED IS A LETTER WE HAD  
DRAFTED ON THIS SUBJECT. PLEASE

PLAINTIFF'S  
EXHIBIT

CASE  
NO. CV04-0360P

EXHIBIT  
NO. 129

WBW-001873

EXHIBIT NO. 226 Date: 8/1/05  
Deposition of Phillip Wayt  
CONNIE CHURCH, Court Reporter

VVBVV-001873

REVIEW THIS LETTER BUT DON'T  
COPY IT. IT JUST EXPLAINS WHY WE ARE  
OPPOSED TO THE HEALTH DEPT. BUDGET  
REQUEST FOR THIS MONEY.

ON TABLES - SEE MY FAX OF  
YESTERDAY. THERE HAS BEEN NO  
ACTUAL VOTE YET. IT WILL PROBABLY  
TAKE THE FORM OF AN AMENDMENT  
TO THE FINAL HEALTH CARE BILL  
WE WILL NEED HER SUPPORT.

That's ALL FOR NOW.

Thanks

WBW-001874

WBVV-001874

February XX, 1995

The Honorable Bruce A. Miyahara  
Secretary  
Department of Health  
1112 S.E. Quince Street  
Olympia, WA 98504-7890

Dear Secretary Miyahara:

I appreciate your taking the time to answer my inquiry regarding the Department of Health's counter advertising campaign. On behalf of my constituent, there are several points of your letter to which I wanted to respond.

Your letter says -- and the premise of the campaign is based on the notion -- that beer advertising causes teens to drink. With all due respect, a review of the literature shows that this is not the case. Numerous government and independent authorities have found that beer advertising neither causes teens -- or anyone else -- to start drinking, nor does it cause current drinkers to drink abusively. To cite a few:

- ✓ Dr. Enoch Gordis, the director of the National Institute on Alcohol Abuse and Alcoholism said at a 1992 meeting on the effects of media on alcohol abuse, "...the dominant issue is this: Does advertising initiate drinking in the young? Common sense says the beer industry appeals to the young...But common sense and science don't meet on this."
- ✓ In 1993, Dr. Joseph Fisher, in research titled Advertising, Alcohol Consumption and Abuse: A World Wide Survey, confirmed that "Advertising does not affect alcohol consumption or abuse."
- ✓ The Federal Trade Commission found in its 1985 survey of scientific literature, "no reliable basis to conclude that alcohol advertising significantly affects consumption, let alone abuse."
- ✓ Following an extensive look at the issue in 1985, a U.S. Senate Subcommittee found no "evidence to conclude (that) advertising influences non-drinkers to begin drinking or increase consumption."
- ✓ Former U.S. Surgeon General C. Everett Koop said in his 1989 testimony before a U.S. Senate Committee that there is no "compelling evidence that advertising influences alcohol consumption..."

WBW-001875

WBW-001875

✓ And, as you know, the Washington State Liquor Control Board conducted an extensive study of the issue in 1991 and found "no scientific evidence presented that there is a direct link between alcohol advertising and alcohol abuse."

Your letter cites a study on the issue which was originally published by the AAA Foundation for Traffic Safety. First of all, this study has been highly criticized by members of the academic community. Dr. David Pittman of Washington University conducted a review of the study and said the recommendations in the report are "composed of ideology and not science." In addition, one of the authors of the study, Joel Grube, said of his continued research on these issues at the 1994 Alcohol Policy IX conference, "...I have to sadly say, or maybe happily say, depending on your point of view, that at this point we have not been able to identify any effect of the advertising on initiation to drinking among these kids..."

My constituent points out that not only does science show that ads do not cause abuse, they are also not targeted to entice young people to drink. Brewers want beer drinkers to choose their products and remain loyal to them, instead of their competitors' brands. The data does bear out that advertising does not affect overall consumption. While per capita beer consumption in the U.S. remained virtually unchanged, beer advertising expenditures increased almost 100 percent from 1976 to 1988 -- a period marked by significant changes in brewer market share.

In addition, I think it is important to note what kids have to say on the subject. According to a Roper survey, among six things that might influence their decisions about drinking, American youth say that parents have influenced them most, followed by best friends and teachers. Advertisements came in dead last.

In regard to the Department's assertion that "youth are bombarded daily with seductive encouragement to drink...", I'm sure you are aware that in January of this year, the Liquor Control Board again looked at the issue of beer advertising and youth. According to the board, prior to the hearing, the Liquor Control Board staff taped 12 hours of NFL playoff games and found "no offensive" ads were aired during the entire period.

Of course, the fact is that almost any commercial message for any product or service could be viewed as controversial by someone somewhere. I am concerned that once the precedent is set, many things will need "countering" in the future...like car ads, over the counter medicine ads, commercials for fast food, or cologne and blue jean ads. This begs the question of who will pay for these ads?

The bottom line is that beer ads don't depict -- or cause -- alcohol abuse or teen drinking. In fact, Mr. Secretary, as my constituent correctly points out, the only ads on the air currently showing alcohol abuse and teen drinking are the ads being sponsored by the Department of Health. There must be a better use of taxpayer dollars.

Sincerely,

WBW-001876

WBW-001876